

**AMENDMENTS TO THE CLAIMS**

1.-6. (cancelled)

7. (currently amended) An order accepting method for discounting a purchase money amount based upon an incentive point used by a customer when a goods order is accepted in on-line shopping, the method comprising wherein: the steps of:

after the order has been accepted, outputting information related to a person an entity who shares a discount money amount ~~is outputted~~ to the terminal of the customer in an on-line manner: after the order has been settled.

8. (currently amended) An order accepting method as claimed in claim 7 wherein:  
said person entity who shares the discount money amount ~~corresponds to~~ is a sponsor of the on-line shopping; and the method further comprising the step of  
displaying on the terminal of the customer before settling the order in the on-line  
shopping, an advertisement related to a person who invests is displayed on the terminal of the  
customer before accepting the order. in the on-line shopping.

9. (currently amended) An order accepting method as claimed in claim 8 wherein:  
said discount money amount is determined in correspondence with a total number of  
incentive point points number used by the user, customer, and the method further comprising the  
step of

applying to the customer the incentive point used by the customer ~~is applied to the~~  
customer when the advertisement information related to said sponsor is outputted in an on-line  
manner to the terminal of the customer.

10. (currently amended) An order accepting method as claimed in claim 9, ~~wherein~~  
further comprising the step of:  
outputting in the on-line manner said advertisement information related to said sponsor is  
~~outputted in the on-line manner~~ by accepting the instruction of the customer.